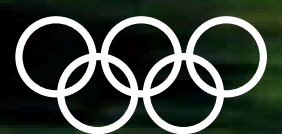


Chapter 5:
Think globally,
act locally



IOC Guide on Sport, Environment and Sustainable Development

There is no such thing as a minor gesture as far as the environment and sustainable development are concerned. Even the smallest action is important for our future, and our children's future. In this area, like in the Olympic Games, the important thing is to take part.

This guide contains numerous proposals to enable all the members of the Olympic family (ordinary athletes, high-level athletes, general public, club leaders, equipment manufacturers, media, sports authorities, events organisers, etc.) to put into practice, day by day in their sporting lives, the major principles of environmental protection and sustainable development.

Where to start?

By taking action locally. And starting with the easiest task. Re-read the chapter devoted to your sporting activity and choose to follow the advice you feel is the most simple. Thus, tomorrow when you go to train, those of you from rich countries, leave your cars in the car park and take your bike, or public transport. Or those of you who are athletes in developing countries, spend a few minutes of your time to remove those ugly plastic bags from your pitch or stadium. Or those of you who are leaders of a sports organisation, insist that from now onwards in your section photocopies are made on both sides of recycled paper.

How to continue?

By thinking globally. This means giving the widest scope possible to your action, by explaining and educating. Firstly, tell your friends at your club, your family and your neighbours how pleased you are to combine your passion for sport with conservation of the environment or contributing to sustainable development. Tell people how easy it is to take action. Explain why you have done so. Re-read the first chapters of this guide and explain how air pollution by cars contributes to global warming; why the rubbish that disfigures your playing field is a health hazard; or how you have participated in the conservation of non-renewable resources, with the new rule on photocopies.

Like sport, environmental protection and the journey towards sustainable development require effort, but, above all, must be something to celebrate. Do not make people feel guilty – convince them! In the long term, the environment will be protected more by enthusiasm and conviction than by the application of restrictive rules that are badly explained, badly accepted and therefore badly applied.

How to do more?

Unite your energy: with your fellow club members, with your team, and – why not – with your opponent, organise activities for the environment and sustainable development. Plant trees, sink a well, build a latrine, rehabilitate a piece of waste land, clean up a beach, or organise rubbish collections. Encourage people with disabilities to participate in your activities. Open the doors of your club to young people, women or other social groups in your neighbourhood and town. Take part in activities organised by environmental defence groups. Put pressure on authorities to commit themselves to sustainable development. Inform the media of your activities.

Make your sport a means of making the world more welcoming for your children. It is so easy – you just have to want to do it.





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Figures 31, 37, 40, 41, 42, 44, 47, 48, 49, 51, 52, 53, 54, 55, 56, 57, 58, 59, 61, 62, 63, 65, 66, 68, 69, 70, 71, 72

Prof. Joseph Tarradellas

Figures 3, 6, 8, 9, 12, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 33, 34, 35, 36, 46, 64

Fédération Equestre Internationale

Figure 32

International Canoe Federation

Figure 38

International Tennis Federation

Figure 43

International Shooting Federation

Figure 45

International Gymnastics Federation

Figure 50

International Biathlon Union

Figure 67

Photograph Agencies

Front cover: Daniel Bosler / Stone

Figure 29: George Simhoni / Masterfile

Figure 39: Dattatreya / Alamy

Figure 60: Kolvenbach / Alamy

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